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BRAZIL OFFERS OPPORTUNITY FOR GARMENT MANUFACTURE

Wide Variety of Native Textiles, Low Labor Costs, and Popularity of American Styles, Are Favorable Factors

Exceptional opportunities are in store for the clothing manufacturer who establishes himself in the country and employs native textiles and native labor in the production of moderately priced garments.

In facing the basic problem of materials with which to make his goods, the prospective manufacturer will find that during the past few years Brazil's textile industry has experienced an extraordinary expansion, and is now turning out cotton, rayon, linen and silk materials on a scale second to no other country in Latin America. The nation itself is the source for these products, which include both short and long fibered cotton, silk, cotton linter and cellulose, and flax. Exports of these textiles have reached such proportions that Brazil recently was able to accept orders for the shipment of 90 million yards through the U.N.R.R.A. to relieve distressed Europe.

In addition to the aforementioned textiles, certain native fibers—such as caroá, pacopaco, guaxima, papoula de São Francisco, and carrapicho—have recently sprung into prominence in the manufacture of clothing. Easily spun and woven, these fibers produce textiles that are light, cool, attractive in color, and very practical for everyday wear and work.

For his supply of manpower, the prospective manufacturer of clothing may avail himself of a low cost labor market and soon will be able to draw upon a large number of trained workers. Skilled help is becoming more abundant as time goes on chiefly due to a nationwide industrial training program, including the SENAI, and to other agencies which devote themselves to providing the nation with more able workers especially textile workers. Additional manpower for the industry may be expected as a result of liberalized legislation which permits the immigration of labor of all kinds, and particularly technicians.

The Market

From the viewpoint of potential consumer demand, Brazil is easily the largest South American market since she accounts for more than half of the population of the continent. The principal present purchasers of imported or domestically made clothing are now concentrated in Brazil's coastal cities, such as Rio de Janeiro, Bahia, Recife, São Paulo, Porto Alegre, etc., rather than in the interior. The crying need is for mass production of inexpensive, long-lasting garments that will sell at a price within the reach of the millions of persons in the interior, a completely undeveloped market until transportation facilities bring it within reach of the big industrial centers.

Barred by the war from regular clothing sources in Europe, well-to-do Brazilians became buyers from the United States and now are "sold on" American styles.

This demand for American clothes was greatly fostered by the fashion shows organized by large American stores and held in the principal cities of Brazil.

Other considerations operate to make Brazilians in general good potential customers for clothing, especially if produced in the country according to American patterns. The predominantly warm or mild climate makes frequent changes of clothing necessary for the fastidious. Cloth, and particularly silks, satins and laces, also tend to deteriorate far more rapidly than they do in cooler temperatures, thus increasing the number of garments of all kinds required.

Types of Clothing

Clothing in Brazil must be suited for wear in a moderate to warm climate. The principal use is for cottons, and linens. This is especially true in the North and the Northeast.

Easily laundered materials, including the sharkskin types, are in wide use during the summer season. In the

(over)

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cooler weather, Brazilian women favor restrained clothing, with the accent on cut, detail and workmanship, rather than on bright colors and novelty designs. Rayon is popular for in-between-season wear.

The brilliant sunshine makes fast colors not only desirable but imperative. White is a favorite summer color, and black for winter though recently there has been a trend toward colorful apparel.

During the cool season—that is, from June through October—women and children and infants wear woolen outerwear and both suits and sweaters are in demand.

Regional Preferences

Residents of São Paulo have definite ideas about the styling of outerwear, which corresponds remarkably with preferences in the United States. Women like black not only for mourning but also for formal occasions, though colors are otherwise acceptable. Because of São Paulo's high elevation, woolen outerwear is imperative for the cooler months.

Residents of Rio Grande do Sul, Brazil's southernmost state, favor washable lightweight fabrics, such as cotton, linen and rayon for outer garments. Cheerful, plain colors and gay combinations are well liked, as well as the conventional floral designs.

From May to September, the cool season, people wear woolen outerwear extensively and dresses, suits, overcoats and knitted goods are in favor. Fur coats are worn by the more prosperous classes.

Bahia residents use lightweight clothing, there being no market whatever for heavy woolen garments.

In Minas Gerais, silk and linens are worn during the warmer season, and woolen suits and sweaters in the cool period.

In the entirely tropical State of Ceará, only the lightest clothing is worn throughout the year. Fabrics must permit repeated washing, and bright colors are the rule.

Pernambuco, Alagôas, and Paraíba favor light and bright plain colors in silks and cotton prints. The tropical climate precludes the extensive use of woolen clothing.

Throughout Brazil, the manual laborer, one of the most important purchasers of heavier and coarser working clothes, uses cotton shirts, varying from the thin white drills to the heavier duck. Trousers usually consist of the same material.

For the youth in secondary school as well as in some primary schools, uniforms made of cotton drill are widely used.

Cost of Clothing

According to an interesting personal survey of the Brazilian market made by Mary E. Poole of the United States Foreign Service, department store prices for women's and misses' ready-to-wear dresses in São Paulo now range from $7.50 for a simple cotton frock up to $100 for exclusive models. Suits sell for $30 and over, and coats for $25 to $100. Retail shops which manufacture much of their own merchandise, carry women's and misses' dresses at prices ranging from $2.50 to $10 for cotton, and $10 to $40 for rayon, suits from $17.50 to $25.00. Cotton dresses are sold in other shops of the department store type at prices ranging from $6 to $9, and rayon dresses from $17.50 to $40. Specialty shops are mostly exclusive and their dresses are priced from $40 and up. Suits sell upwards from $60 and coats from $50.

Prices for women's silk dresses in Pernaumbuco ranged from $10.25 to $22.50; cotton dresses from $8.75 to $15.25.

It should be borne in mind that the aforementioned prices are war-inflated figures, and that before the war they were two or three times lower.

(The foreign demand for Brazilian textiles has created a scarcity of these goods throughout the nation, thus continuing the inflationary trend noted during the war. To counteract this trend, the Government has just suspended exports of cotton textiles for 90 days. It is hoped that as a result of this measure cotton goods will become more abundant in the domestic market, and thus result in lower prices.)

Brazil's Garment Industry

The greater part of clothing in Brazil is made in the home chiefly for economic reasons. Nevertheless, it is estimated that about half of the nation's and particularly the well-to-do population have a portion of their outer clothing made by dressmakers, tailors, department stores and specialty shops.

Under these circumstances, it is not surprising that the garment industry in Brazil is not greatly developed, and in fact, supplies a relatively small proportion of the needs of her citizens. The principal firms are concentrated in Rio de Janeiro, and São Paulo and the rest of Brazil's cities, such as Porto Alegre, Recife and Fortaleza are served by a relatively small number of shops per city. Few of these shops carry large stocks of ready-to-wear and with few exceptions maintain inventories of domestic-made goods.

Production of ready-made suits is exceedingly small. The closest approach to an industry is in the cutting and sewing of the cloth for the main parts of the suit, the remainder being custom made. Such suits are usually 10 to 15 percent cheaper than those made entirely to order.

The manufacture of pajamas, underwear, suits, is centered in São Paulo, which has an average output of 9,400,000 units valued at 114,700 contos (U.S.$5,735,000). Next in importance comes the Federal District, with 2,518,000 units valued at 28,200 contos (U.S. $1,410,000), while Minas Gerais is third with more than 1,600,000 units valued at 14,200 contos (U.S. $710,000).

There are a few manufacturers of overcoats, raincoats, capes and fur coats concentrated in the South, nearly all being located in Rio Grande do Sul.

Brazilian production of wearing apparel during a typical prewar year (1941) is shown on page 3.

Purchases from the United States

Though American manufacturers of clothing would appear to have their greatest opportunities right in Brazil, producing for the domestic market, a glance at the types of such goods purchased by Brazil from the United States is rewarding and useful in showing customer preferences for more expensive apparel.

Brazilian Imports of Apparel from United States

	1939		1940		1944	
	No.	$	No.	$	No.	$
Women's dress and ensembles of woven cotton	5,051	8,603	12,878	24,762	3,956	10,257
Children's outerwear of woven cotton	—	—	+233	2,590	+23	193
Women's and children's woolen clothing	246	1,100	1,711	10,169	2,127	51,191
Silk dresses, skirts and blouses	363	1,332	1,653	9,045	8	1,289
Dresses, skirts and blouses of woven rayon fabric	543	1,688				
Miscellaneous outerwear	—	2,712	5,541	23,723	5,187	66,968
	—		—	5,446	—	4,739
Total	6,203		75,735		11,301	134,637

+Dozens

Brazilian Production of Apparel for 1941

Article	Quantity	Value (in 1,000 Cruzeiros)	Value in U.S.$
Men's and boys' overcoats	148,897	7,559	377,950
Men's raincoats	95,615	9,363	468,150
Men's cashmere suits	504,762	74,743	3,737,150
Men's duck suits	252,940	24,199	1,209,950
Boys' cashmere suits	136,459	3,949	197,450
Boys' duck suits	276,020	3,880	194,000
Men's cashmere trousers	70,965	42,909	2,145,450
Men's duck trousers	491,541	4,441	222,050
Men's shirts	4,206,363	53,336	2,666,800
Men's pajamas	566,436	10,828	541,400
Boys' pajamas	42,249	549	27,450
Overalls	174,162	2,450	122,500
Short and long drawers	973,625	7,461	373,050
Men's and women's robes	28,601	1,002	50,100
Men's and women's riding breeches	16,243	374	18,700
Cashmere jackets	3,251	113	5,650
Linen summer jackets	36	23	1,150
Cotton raincoats	18,101	118	5,900
Beach robes	14,929	425	21,250
Cutaway coats	7	11	550
Smoking jackets	923	120	6,000
Coats	4,956	396	19,800
Duck coats	25,095	307	15,350
Boys' duck trousers	3,902	42	2,100
Boys' cashmere trousers	2,040	24	1,200
Uniforms	90,892	3,350	167,500
Sailor suits	34	—	—
Shorts and knickers	81,426	418	20,900
Smocks	29,952	469	23,450
Silk smoking belts	40	1	50
Boys' pajamas	434	11	550
Waiter's jackets	4,527	13	650
Boys' shirts	7,813	94	4,700
Boys' trousers	3,036	15	750
Military uniforms	2,809	183	9,150
Duck tunics	2,359	137	6,850
Cashmere jackets for dress uniforms	1,257	76	3,800
Duck jackets for dress uniforms	931	36	1,800
Linen suits	1,451	806	40,300
Men's waterproof ponchos	72	6	300
Tropical suits	135	71	3,550
Riding breeches	617	38	1,900
Undershirts	5,737	65	3,250
Nightshirts	218	10	500
Trousers	5,978	58	2,900

Conclusion

Unusually attractive to the American clothing manufacturer planning to locate in Brazil is the field of ready-made dresses, designed according to American styles, made by American technical know-how and American machinery.

Nor is the market for ready-made dresses manufactured in Brazil limited only to the country, but includes sales to all South American countries that now buy large amounts of textiles from Brazil.

In this connection there is no doubt that production of inexpensive, well-styled dresses cut along American patterns would find a ready market among Brazil's neighbors.

Recently, several American firms, such as the Jantzen Company and Delf Associates have joined know-how and capital with Brazilian textile manufacturers to produce inexpensive dresses, sportswear and other apparel, much of it cut in American styles. More and more profitable cooperation of this type may be expected as time goes on, and as Brazil's growing textile industry expands, thus reducing the price of materials and bringing more manufactured garments within the reach of the mass of the Brazilian people.

(NOTE: This article is the second in a series describing opportunities for small capital in Brazil.)

EXPORTS OF MANUFACTURERS SHOWED GAIN IN 1945

Many persons predicted that after the war was over there would be a widespread slump in Brazilian industry. Such pessimists foresaw a return to semi-colonial economy devoted solely to the export and supply of raw materials and particularly vegetable products.

This discouraging point of view, however, is so far being sharply disproved by recently published figures showing that exports of manufactured products from January to September 1945 totalled 47,665 tons as compared with 35,534 tons for the same period in 1944. During these months the value of these shipments rose from 1,087,837,000 (US$54,391,850) to 1,571,913,000 cruzeiros (US$78,595,650).

This increase during 1945 is still more remarkable when one considers that 1944 was supposed to be the best time for the sale of Brazilian manufactured goods to foreign markets.

The following table compares typical exports of manufactured products in 1944 and 1945:

Products	1944 (in U.S.$)	1945 (in U.S.$)
Manufactures of iron and steel	308,300	1,370,400
Manufactures of china and glass	158,100	202,100
Manufactures of wood	331,250	657,800
Blankets	39,100	80,450
Hosiery	130,400	327,800
Textiles	36,493,650	49,072,050
Other manufactures of cotton	1,049,950	2,189,950
Woolen textiles	291,650	2,298,800
Rayon and viscose	147,700	153,750
Silk hosiery	704,350	2,513,900
Silk textiles	212,500	1,023,700
Machinery, accessories and hardware	623,850	1,771,600
Drugs for the chemical industry	40,600	102,650
Alcaloids	365,300	768,900
Medicinal injections	510,850	651,150
Total	841,407,550	863,185,000

TEA CULTIVATION IN BRAZIL

Restoration of tea cultivation to some of the importance it used to enjoy in Brazil in past years is the long-range objective of extensive experiments now being carried out by planters in São Paulo and Minas Gerais, the two states most favorable for tea production.

Though most Americans think of the country only as a producer of coffee and of herva-matte (often called "Brazilian tea"), tea has been grown in Brazil for more than a century from seeds originally brought from China and supervised by Chinese experts. Early plantings were first made in Ouro Preto, in the State of Minas Gerais, and later in the states of Rio de Janeiro and São Paulo.

The climate and soil of these areas of Brazil were—and still are—so favorable to tea cultivation that the product became celebrated far and wide for its fine quality. In fact, Brazilian tea took second prize in 1878 at the exposition of Vienna, even outclassing Indian varieties.

São Paulo cultivation increased rapidly, the average production in 1852 being nearly 30,000 pounds. Then output declined sharply in international competition, and was not revived until after a lapse of about fifty years.

Present Production

Today São Paulo is Brazil's biggest producer and exporter of tea, its annual production ranging between 25,000 and 175,000 kilos per year.

São Paulo produces about three-quarters of Brazil's total output and Minas Gerais the remainder. Rio de Janeiro accounts for a very small proportion, most of which comes from the area of Barra Mansa.

There were about 8,800,000 tea bushes or plants in the State of São Paulo in 1940, yielding an average of about 40 grams (1.41 ounce) per bush. Of the total amount, nearly 8,000,000 plants were in the Iguapé district, and the balance mostly in Xiririca—in the southern area of the state.

Production of tea in São Paulo rose about nine-fold between 1937 and 1942, as shown in the following table:

Year	*Kilos*	*Value in Cruzeiros*	*Value in U.S. $*
1937-38	127,608	1,020,944	$51,047
1938-39	176,200	1,535,800	76,790
1939-40	352,146	3,345,389	167,269
1940-41	394,100	4,729,200	236,460
*1941-42	480,000	9,600,000	480,000

*Estimated.

Prices obtained for São Paulo tea have risen from eight cruzeiros per kilo in 1939 to 30 cruzeiros per kilo in recent years.

Minas Gerais

The soil of certain areas of Minas Gerais, near Ouro Preto, is sandy, rich in humus and low in moisture, with a rather acid composition. These factors, combined with an altitude of about 1,500 meters and a well-distributed rainfall, make such districts ideal for tea cultivation.

Similar natural conditions prevail at the Tesoureiro Plantation, Brazil's largest tea farm, located about ten miles from Ouro Preto. This splendid plantation is generally regarded as a laboratory for the rest of the nation, and its experiments and conclusions are closely studied by other tea farmers. Both the Assam and Chinese types are raised there and annual yields average between 30 and 40 grams per square foot. The quality is excellent and is said to compare very favorably with imported varieties.

Recent figures show that there are now at least 15 plantations in the Ouro Preto area with a total of about three million bushes in production.

Preparation of Tea for Market

Throughout the tea-producing areas of Brazil, the season starts in September and ends in May. The youngest and most tender leaves are plucked to insure good flavor and a minimum of bitterness. Next, they are taken to a collection center, and dried by hot air, in the same way as in Ceylon. Then the dried leaves are spread on a table and picked over by hand to remove impurities. Machines afterwards sort the tea into three commercial types: broken pekoe, souchong and gun powder. These varieties are chopped up fine and packed in tins or boxes for domestic use and for export.

Lipton, the English tea, is recognized as the standard for black tea used in Brazil. An analysis of Brazilian and Lipton tea shows the following results:

	Brazilian Type	*Lipton*
Moisture	8.6%	9.6%
Soluble ash	2.5	2.96
Insoluble ash	1.4	1.94
Tannin	15.2	14.6
Water extract	36.2	38.6
Theine	2.5	2.63

Leaves of both types yield a greenish ash when burned. The leaves in each case are rolled in short cylinders, have a pleasant smell, are golden green in appearance and have an astringent and slightly bitter taste.

Other Brazilian black teas such as "Ribeira" and "Oriente" have a tannin content of between 4.4 and 4.86 and a theine content of between 1.4 and 1.5. However, the best qualities should have a tannin content not less than 8.2% and a theine content of not less than 2 percent.

It is interesting to note that the best quality of Brazilian tea, such as those produced on the Tesoureiro Plantation near Ouro Preto, have a higher tannin content than many foreign types, as shown in the following comparisons:

Brazil tea	15.4%	tannin
India tea	14.3	"
Ceylon tea	12.2	"
China tea	9.5	"

If hot water is poured over both Lipton tea and Brazilian tea raised at the Tesoureiro plantation, they both show open leaves, somewhat coppery in appearance. There are no burned or scorched leaves, as these would remain tightly rolled up when subjected to hot water.

Tea Exports

Prior to the war Argentina, Germany, Chile and Uruguay were the largest importers of tea from Brazil. However, in war years, most of her neighbors were purchasers as well as the United States, Great Britain and Scandinavia.

Exports for the years 1937 to 1944 were as follows:

Year	*Kilograms*	*Value in Cruzeiros*	*Value in U.S. $*
1937	396	2,000	100
1938	9,835	61,960	3,098
1939	71,776	527,108	26,355
1940	93,432	849,243	42,462
1941	134,163	1,579,803	78,990
1942	203,260	5,535,480	276,774
1944	246,657	4,810,088	240,504

In 1944 the largest single shipment of Brazilian tea on record, totalling 42,000 kilos (approximately 42 tons), was made to a concern in Lisbon, Portugal.

Government Regulations

Government regulations, published in the *Diario Oficial* in 1940, for the proper classification and inspection of Brazilian tea specify standards for its harvest and preparation for the market. This measure states that only the tender leaves should be plucked, indicates taste and fragrance requirements, and decrees that the average moisture or water content should be 7.1 percent, water extract 35.3 percent and tannin content 11.1 percent.

Regulations also require tea to be stored in wood, plywood, cardboard or waterproof containers, having a capacity from 25 to 70 kilos. Tin, wood or plywood containers with a 5 to 50-kilo capacity are considered suitable for packaging purposes.

Outlook for Trade

Under present circumstances, tea cultivation in Brazil must be mainly for domestic purposes, because the product cannot seriously compete with tea produced by the cheaper manpower of India and the Orient. This view, taken by Brazil's Federal Council of Foreign Commerce, and supported by Presidential approval, does not preclude the introduction of mechanized methods of harvesting, grading and packing to compete with lower labor standards abroad. Industrialization of tea culture and preparation for the market therefore offer an interesting challenge to producers both in and outside the country.

Motion Picture Project Approved

Presidential approval has been secured for the appointment of a commission to study possible locations for motion picture theatres, material for installations, and other related problems, with a view toward developing a Brazilian motion picture industry.

The government would hold 51 percent of the shares in this project, which was recommended by the Administrative Department of the Public Service (D.A.S.P.), and published in the *Diário Oficial* of February 22, 1946.

CONSTELLATION FLIGHT TO RIO DE JANEIRO

A giant four-engined Constellation operated by Panair do Brasil, Brazil's national airline affiliated with Pan American World Airways System, in the trans-Atlantic service to be established between Rio de Janeiro and London, took off from LaGuardia Field March 29 for the Brazilian capital. There were 17 passengers and a crew of eight aboard.

Panair do Brasil, the first airline outside of the United States to acquire a Constellation, expects to begin service between South America and Europe within a month, according to Paulo Sampaio, president of the Latin American airline, who was aboard the plane. President Sampaio says that Panair do Brasil plans two weekly flights from Rio de Janeiro to Lisbon, London and Paris as soon as the Constellations have been delivered.

Notable Record

Panair do Brasil, which was the first national company to inaugurate night flying in South America, will now be the first in all Latin America to inaugurate service over the South Atlantic on a route previously flown only by European companies before the war.

Panair do Brasil has assigned some of its veteran pilots to this service. They have been in the U. S. consulting with technicians at the Lockheed plant.

The record-breaking Constellations were the largest and fastest land planes in commercial service at the start of 1946, the first commercial flight being made by Pan American World Airways January 14, 1946, from New York to Bermuda (2 hours and 22 minutes). The plane carries 43 passengers in trans-ocean operation, in addition to a crew of nine. It has a wing span of 123 feet, is 95 feet in length. It has cargo space of 180 cubic feet forward and 265 cubic feet aft.

Regular Crew Members (Brazilian)
Captain, Paulo Goncalves Lefevre; first officer, Cericlano Luiz Tenan; flight engineer, Solomon Sturm; radio operator, Generoso Leite de Castro; steward, Mario Vega.

Supernumerary Crew Members (American)
Pilot, H. G. Gulbransen; pilot, Walter J. Jones; flight engineer, R. E. Proctor.

Passengers
Paulo Sampaio (Brazilian), Rio de Janeiro, Panair do Brasil.
Paulo Einhorn (Brazilian), Almirante Alexandrino 882, Rio de Janeiro.
Louival Nobre de Almeida (Brazilian), Marquez de Valenca, Rio de Janeiro.
Joaquim Mariano Dias Menezes (Brazilian), Pandia Calogeras 152, São Paulo.
Dacio Aranha de Arruda Campos (Brazilian), Pernao Cardim 338, São Paulo.
L. P. Silkey (American), Pan American Airways, 135 E. 42nd St., New York City.
Caroline Chase (American), 133 E. 73rd St., New York City.
H. Max Healey (American), 22 Tower Place, Mt. Vernon, N. Y.
F. T. Swackhammer (American), Panair do Brasil, Rio de Janeiro.
Mrs. Swackhammer (American), Panair do Brasil, Rio de Janeiro.
W. C. Hinkley (American), Panair do Brasil, Rio de Janeiro.
Paul De Kuzmik (American), Panair do Brasil, Rio de Janeiro.
John Wagner (American), Lockheed Factory, Burbank, Calif.
Miguel Lampert (Brazilian), Brazilian Air Ministry, Rio de Janeiro.
Carlos Frias (Brazilian), Rio de Janeiro.
Jos. Jones (American), United Press, Vice President.
Armand Declaive (American), Pan American Airways, 135 E. 42nd St., New York City.

ITEMS OF GENERAL INTEREST

Brazil's Consumption of Fuel

Wood still is Brazil's most important source of power, accounting for more than 83 percent of all fuel used in the country, according to figures recently published by the Ministry of Labor, Industry and Commerce.

The fact that wood is the country's leading fuel reflects the inadequacy of available supplies of combustibles. Coal production is just beginning to be stepped up. Both native and imported coal accounts for only 8.7 percent of total fuel consumption, although progress is being made in mechanizing the mining of coal and also in processing this product in order to improve its quality.

Petroleum deposits, which were unknown until a few years ago, are being worked, but their development on a commercial scale awaits the arrival of machinery from abroad.

Electricity is a source of power probably destined to play the most important role in Brazil's industrial life, in view of the nation's tremendous potentialities. Even though electricity has been well developed, it can be said that such progress is relatively small in comparison with Brazil's actual possibilities.

The importance of principal Brazilian fuels as of today is shown in the following table:

Wood	83.2%
Domestic coal	3.7
Imported coal	5.0
Gasoline	2.1
Diesel oil and fuel oil	3.8
Alcohol	0.1
Domestic petroleum	0.03
Shale oil	0.01
Charcoal	0.82
Hydroelectric power	1.28
	100.04

The above figures, incidentally, reflect the decrease in imported combustibles suffered during the war.

Brazil's principal fuels, rated according to tonnage, are shown in the following table:

	Tons	*Calories per Ton*	*Billions of Calories*
Wood (102,477,000 sq. meters)	40,700,000	4,000	162,800
Domestic coal	1,363,000	5,300	7,348
Imported coal	1,209,000	8,000	9,672
Gasoline	368,000	11,000	4,046
Diesel oil and fuel oil	694,000	10,500	7,287
Motor alcohol	37,230	7,000	261
Domestic petroleum	5,000	10,500	52
Shale oil	1,000	10,000	10
Charcoal	230,000	7,000	1,610
Hydroelectric power		861	2,514

* * *

Correction

Due to a typographical error, our last Brazilian Bulletin, of March 15, 1945, was incorrectly numbered 51, Vol. II. Please note that the correct number is 54, Vol. III.

Rio Building Gains

Building construction in the city of Rio de Janeiro in 1945 showed an increase of 7 percent over 1944, despite war-created shortages of materials, according to figures just published in the local *Monitor Mercantil*. The number of buildings erected in 1945 totalled 2,068, as compared with 1,645 during the previous year.

Construction of buildings of three floors or less showed a gain of 421. Structures having from four to nine floors also were increased by 18, though the number of "skyscrapers" of 10 floors or more dropped from 208 to 186.

The following table compares month by month progress of construction in 1945 with 1944:

Month	*Number of Permits*	*3 or more floors*	*4 to 9 floors*	*10 or more floors*
January	155	125	17	13
February	133	109	6	18
March	171	140	14	17
April	132	107	9	16
May	154	136	6	12
June	176	158	4	14
July	228	180	14	28
August	180	187	13	10
September	169	142	10	17
October	208	186	12	10
November	174	151	12	10
December	188	165	10	13
1945 total	2,068	1,756	120	186
1944 total	1,645	1,335	102	208

* * *

Goiaz Company Speeds Colonization

The State of Goiaz has about 50,000,000 acres of excellent land which may be purchased by immigrants on long-term contracts, according to *A Manhã* of Rio de Janeiro. This land is suitable for the growing of coffee, wheat, ramie fiber, cotton, rice and other products.

This news was released in connection with the formation of the Sociedade Goiana de Agricultura e Colonizacão of Goiana in the State of Goiaz, which will work with the federal and state governments in developing the natural wealth of the State of Goiaz, one of Brazil's richest fields for the pioneer. The organization is directed by J. Camara Filho, an agricultural expert, and is said to be backed by planters and farmers throughout the state.

Persons interested in the project are asked to communicate with Snr. J. Camara Filho, Sociedade Goiania, Goiana, Estado de Goiaz, Brazil.

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Brazilian Quartz Chosen for Greenwich

Brazilian quartz is being employed almost exclusively in the installation of 18 oscillatory clocks at Greenwich, England, the internationally famous time observatory.

This Brazilian mineral, so widely used by the United States during the war for bomb-sight manufacture, was selected by Greenwich officials because of its fine qualities required in the making of precision instruments and particularly the recording of delicate vibrations.

TRADE OPPORTUNITIES

The Brazilian Government Trade Bureau has received the following inquiries from businessmen in Brazil, who desire to export or import the products listed below. We suggest that the parties interested write directly to these firms, via airmail, as well as to this office, at 551 Fifth Avenue, New York 17, N. Y.

The Following Brazilian Firms Wish to Export to the United States:

Lumber—Borges, Fiuza & Cia., Caixa Postal 124, Belém, Pará, Brazil. (Cable Address: **"Feliz"**)

Mechanical Lathes—Huberto Mayrinck, Caixa Postal 5380, São Paulo, Brazil. (Cable Address: **"Lenalice"**) This firm is also interested in representing American Manufacturers of: **Machinery in General, Motors, Radios and Refrigerators, Silicon Plates.**

Lumber: Imbuia, Massaranduba, Jacarandá, Peroba—Jurandy Carvalho, Rua Araujo Porto Alegre 70, Rio de Janeiro, Brazil. (Cable Address: **"Jurandy—Rio"**)

Lumber: Peroba, Cedar, Cinnamon, Pine, Jacarandá, Ipê, Cabriuva—Pio Blanco, Fartura, Estado de São Paulo, Brazil.

Lumber—Intercontinental de Navegação e Comércio, Ltda., Rua México 15, Rio de Janeiro, Brazil. (Cable Address: **"Navinter"**)

Straw Hats—F. F. Carvalho, Caixa Postal 445, Fortaleza, Ceará, Brazil.

Lumber: Pine, Imbuia—Lascinio Carnasciali, Rua General Carneiro 458, Ponta Grossa, Paraná, Brazil. This firm also plans to manufacture, according to specifications submitted by builders, partitions for prefabricated houses.

Mother of Pearl Shells (From 100 to 150 Tons Annually)—Raymundo Costa, Rua Gama Abreu 20, Belém, Pará, Brazil. (Cable Address: **"Estopilha"**) Reference: Material Export Corp., 101 Park Avenue, New York 17, N. Y.

Fruit Pulp—Ernesto Milani, Posse de Ressaca, São Paulo, Brazil.

Wool (Approximately 1,322,773 pounds ready for immediate shipment) — Cooperativa Alegretense de Lãs Ltda., Alegrete, Rio Grande do Sul, Brazil.

Silk Hosiery; Cut Semi-Precious Stones; Novelties and Gift Items—Woodenware, Alligator Items such as Bags, Compacts, Belts for Men—Mr. Alfredo Schuck, Manager of Importadora-Exportadora Alri Ltda., Caixa Postal 887, Rio de Janeiro, Brazil. Mr. Schuck is currently in the United States and may be reached at the following address: 321 Park Avenue, East Orange, New Jersey. Telephone number: ORange 4-4372. This firm is also interested in importing from the United States: **Glassware in General; Aluminum Goods; China; Cooking Utensils; Tools; Electric Fans; Domestic Electrical Appliances; Plastic Items—Compacts, Cigarette Cases and Novelties, Lucite and Crystalite Brushes, Sets, etc., Plastic Items Used in Electrical Installations, Belts and Suspenders for Men; Textiles—Yard Goods, Cotton Textiles "Dumari" Type; Handkerchiefs for Men and Women; Scarves; Accessory Novelties for Ladies' Wear; All Nylon Articles—Blouses, Hosiery, Slips, etc.; Leather Goods for Men—Wallets, etc.,—similar to those manufactured by the Buxton Company; Cigarette Lighters; Metal Watch Chains for Men; Metal Compacts; Vanity Cases.**

Minerals; Vegetable Oils; Fibres—Nathanael Bello, Rua Irineu Jofili 22, Campina Grande, Paraíba, Brazil. (Cable Address: **"Nabelo"**)

Goat Skins; Pineapples—M. A. Pessôa, Caixa Postal 789, Recife, Pernambuco, Brazil. (Cable Address: **"Mapes"**. References: Banco do Brasil S. A. and Magalhães Franco Ltda., Recife, Pernambuco) This firm also wishes to import **Fiber Decorticating Machinery.**

Cork—S. Canobbio, Ltda., 15 Rua Zaire, Lisbon, Portugal.

Galvanized Barbed Wire; Meat Choppers; Sewing Needles; Sewing Machines; Wrist Watches; Wall Clocks; Alarm Clocks; Watches; Surgical Instruments; Razor Blades; Buttons and Snap Fasteners; Fish Hooks; Galvanized Staples; Refrigerators; Machinery for Processing of Corn; Saws; Scissors; Plane Blades; Auger Handles; Hair Clippers; Shovels; Hinges; Carpenters' Adz; Iron for Use in Manufacture of Small Drills—Oswaldo Rangel & Irmãos, Rua Ernesto Deocleciano 12, Sobral, Ceará, Brazil. (Cable Address: **"Oswaldo"**. Reference: Banco do Brasil S. A. This firm wishes to receive catalogues quoting prices CIF-Fortaleza, Ceará)

The Following Brazilian Firms Wish to Import from the United States:

Ships Displacing from 800 to 1,500 Tons—Rocha & Companhia, Caixa Postal 5, Paranaguá, Paraná, Brazil. (Cable Address: **"Rocha"**) — Wishes to receive complete detailed information concerning construction, etc. of ships offered for sale.

Motion Picture Projectors and 16mm. Cameras and Accessories—Antonio de A. Pereira, Caixa Postal 152, Pelotas, Rio Grande do Sul, Brazil. (Wishes to receive information concerning prices, sales terms and shipping conditions.)

The Following Brazilian Firms Wish to Represent U. S. Manufacturers for the Sale of their Products:

Metal Sheets and Pipes; Tin Plates—Hermes Barretto Barboza, Caixa Postal 2281, São Paulo, Brazil.

U. S. Merchandise in General—Corrêa Neto & Irmão, Rua Álvaro Alvim 33/37, Rio de Janeiro, Brazil. (Cable Address: **"Corréto"**)

Radios; Electrical Material and Appliances; Hand Tools; Machine Tools; Hardware; Cutlery—Williams V. Lane, Rua Itambé 341, São Paulo, Brazil.

TRADE OPPORTUNITIES

—CONTINUED—

Radios; Refrigerators; Electrical Appliances; Cement; Construction Material—Reads Ltda., Rua 15 de Novembro 200, São Paulo, Brazil. (Reference: Instituto de Resseguros do Brasil, Rio de Janeiro, Brazil)

Radios; Refrigerators; Electrical Material; Pharmaceuticals—Emprêsa Sul Americana de Representações Gerais Ltda., Rua Coronel Gomes Machado 82, Niterói, Rio de Janeiro, Brazil. (Cable Address: **"Esarg"**)

Wheat Flour; Beverages; Newsprint; Stationery; Printing Paper; Chemical Products and Pharmaceuticals: Caustic Soda, Sodium Carbonate, Sodium Silicate, Citric Acid; Typewriter Ribbons; Carbon Paper; Cement; Castor Beans; Perfumes—Estephanio Souza, Caixa Postal 714, Salvador, Bahia, Brazil. (Cable Address: **"Eviza".** Reference: Bank of London & South America Ltd.)

Vitamins—Sociedade Distribuidora Comestíveis Ltda., Rua Álvaro Alvim 33/36, Rio de Janeiro, Brazil. (Cable Address: **"Sodico".** Reference: Banco Economico Nacional, Rua do México 15, Rio de Janeiro, Brazil)

U. S. Merchandise in General—Reinaldo Roesch & Cia. Ltda., Caixa Postal 332, Pôrto Alegre, Rio Grande do Sul, Brazil.

Tools; Automobile Parts; Barbed Wire; Conserves; Novelties; Beverages—Frota & Porto, Rua Sena Madureira 721, Fortaleza, Ceará, Brazil.

Hosiery; Cosmetics; Chemical Products; Pharmaceuticals—Manuel Nunes, Avenida Tenente Valadim 359, Lisbon, Portugal.

U. S. Merchandise in General—Caletti & Cia., Ltda,. Rua Siqueira Campos 820, Rio de Janeiro, Brazil.

Typewriters; Refrigerators; Etc —Camara & Cia., Ltda., Caixa Postal 452, Recife, Pernambuco, Brazil. (Cable Address: **"Oceano"**—Agents in Recife for the Studebaker Co.)

Barley; Malted Barley; Straw Hats; Horns; Tucum Nuts; Copaíba; Babassú Nuts; Coquiran; Hides; Dextrin; Rosewood Essence; Babassú Bran; Cottonseed Bran; Mandioca Meal; Bone Meal; Tonka Beans; Uacima Fibre; Vegetable Fibres; Pyrethrum Flowers; Leaves, Roots and Medicinal Resins—F. A. Marques de Mello, Avenida Rio Branco 277, Rio de Janeiro, Brazil. (Cable Address: **"Ariramba".** References: Dun & Bradstreet, The National City Bank of New York, and The Royal Bank of Canada)

Automobiles; Trucks; Textile Dyes and Anilines; Printing Inks—M. A. Pessoa, Caixa Postal 789, Recife, Pernambuco, Brazil. (Cable Address: **"Mapes".** References: Banco do Brasil S. A. and Magalhães Franco Ltda., Recife, Pernambuco)

U. S. Merchandise in General—Nathanael Bello, Rua Irineu Jofili 22, Campina Grande, Paraíba, Brazil. (Cable Address: **"Nabelo".** Representation for the States of Paraíba, Pernambuco and Rio Grande do Norte)

U. S. Merchandise in General—Clemente M. Rath, Caixa Postal 1290, Pôrto Alegre, Rio Grande do Sul, Brazil. (References: Banco da Provincia do Rio Grande do Sul S/A, Pôrto Alegre—Bank of London and South America, Ltd., Pôrto Alegre)

U. S. Merchandise in General—F. Lima Neto, Rua do Comércio 178, Maceió, Alagôas, Brazil. (Cable Address: **"Zito"**—Representation in the State of Alagóas)

The Following Brazilian Firms Desire Catalogues for:

Toys; Instructive Games; Household Articles—Waldemar Portella, Rua José do Patrocinio 149, São Paulo, Brazil.

Machinery for the Manufacture of Furniture—José Neves, Casa Amarela, Rua 2 de Fevereiro 40, Recife, Pernambuco, Brazil.

Wishes to Furnish Market Analyses and Economic Studies of the Brazilian Market:

Imoveis e Representações Faria Junior Ltda. Rua Senador Paulo Egidio 15, São Paulo, Brazil.

Employment:

Eurico Lenneberg 24, now in this country, married, typist and stenographer, knowledge of Portuguese, English and German, wishes employment with an American manufacturer or export concern. Address correspondence in care of the Brazilian Government Trade Bureau, 551 Fifth Avenue, New York 17, New York.